



Central Pacific Bank

Tanzu – Cloud Native Application Use Case

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Summary & Challenges

RISE2020 INITIATIVES announced December 2020:

- Digital Banking – Online mobile & banking applications needed rapid improvement to user interface
- Branch Transformation – ATM enhanced customer experience
- Operational Excellence – Commercial loan origination system, outsource mortgage loans, leverage technology
- Revenue Enhancements - Small business and cash management products, enterprise sales management tools
- COVID-19 effected business - First quarter results were loss of \$54M based on projections of \$58M loss
- Decision made by Executive Board - Accelerate specific initiatives listed above in Q1, 2021

SOLUTION

- **Tanzu provided – Time to Market**
- **CPB needed immediate solution to expand branch services and shut down certain branches and parts of their retail business.**
- **Tanzu Mobile Focus:**
 - **Modernize CPB Digital Foundation**
 - **Enhance revenue models**
 - **Provide personalization on the applications**
 - **Delivery operational scalability**

Revenue for Q2 Business

- Closed \$1.3M Tanzu SOW 7/22/22
- Closed \$500K Tanzu License ELA 7/20/22
- Total ARR – 600K
- Total TCV - \$1.8M

Buyer Personas

- Vice President of Branch & Retail Marketing
- VP or Director Banking Technology
- CISO & Deputy CISO
- Director of Risk & Compliance, Security Architects
- CIO – for final signatory approval